New Order

Monthly

Broadcast

Agency: Office:

Crossroads Media LLC

Alexandria

Client:

12 - CrossroadsGPS

Product:

Estimate:

Demo 2:

Demo 3:

Primary Demo:

Piggyback Product:

11 - Crossroads GPS

597 - GPS VA FLIGHT B TV 30's 6.6-6.12.12

Station:

WJLA-TV **Order Type:** Normal

Cancel Date:

Billing Cycle:

Local/National:

Rep Office:

OrderID: Status:

AE:

Billing Calendar: Received in ePort:

5/17/2012 5:43:56 PM

Airtime Dollars:

Flight Start:

Flight End:

Hiatus:

\$23,150.00

06/06/2012

06/12/2012

Interactive Dollars:

\$0.00 Non-Airtime Dollars: \$0.00

Total Dollars:

\$23,150.00

Total Spots:

12

CPP:

GRP:

33.00

A35+

Comments:

\$701.52

Separation: 30

Phone:

2135096

Local

WJLA-TV

Barbara Monares

New

MarketShare:

Daily Airtime Lines

Line	Daypart	DPT							6			_	Totals	for Ent	ire Flight
No	(Program)	Code	Rate	C/T	Len	6/6	6/7	6/8	6/9	6/10	6/11	6/12	Spots	Rtg	CPP
1	WThFMTu 12:30P- 1P MILLIONAIRE	DT	\$750.00	С	30	0	1	0	0	0	0	0	1	1.60	\$468.75
LPMa	y/2011LP (pav)														
2	WThFMTu 6P- 6:30P ABC7 NWS AT 6	EN	\$1,600.0 0	С	30	0	1	0	0	0	1	0	2	2.90	\$551.72
LPMa	y/2011LP (pav)												1		
3	WThFMTu 7P- 7:30P WHEEL-FORTNE	PA	\$3,000.0 0	С	30	1	0	1	0	0	0	1	3	4.10	\$731.71
LPMa	y/2011LP (pav)														
4	WThFMTu 11P- 11:35P ABC7 NWS AT 11	LN	\$2,500.0 0	С	30	0	1	0	0	0	1	0	2	2.70	\$925.93
LPMa	y/2011LP (pav)												1		
5	WThFMTu 11:35P- 12:05A ABC-NITELINE	LF	\$1,200.0 0	С	30	1	0	1	0	0	0	1	3	1.80	\$666.67
LPMa	y/2011LP (pav)														
6	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.0 0	C	30	0	0	0	0	1	0	0	1	2.50	\$640.00

New Order (Page 3)

Agency:

Crossroads Media LLC

Station:

WJLA-TV

Order ID:

2135096

Client:

12 - CrossroadsGPS

Product:

11 - Crossroads GPS

Estimate:

597 - GPS VA FLIGHT B TV 30's 6.6-6.12.12

Eliaht Start:

08/08/2012

Eliabt End:

06/12/2012

Flight Start:		06/06/2012				Flig	nt Ena	:		U6/12	<i>9</i> 2012	Recei	Received in ePort:	5/17/2012 5:43:56 PM			
Line	Daypart	DPT													Totals for Entire Fligh		re Flight
No	(Program)	Code	Rate	C/T	Len	6/6	6/7	6/8	6/9	6/10	6/11	6/12			Spots	Rtg	CPP
LPMay/	2011LP (pav)															_	
				Total	Spots:	2	3	2	0	1	2	2			12		
			Total G	RP/GIM	P(000):	5.9	7.2	5.9	0.0	2.5	5.6	5.9			-	33.0	
	Cash\$ - S	Spots: \$23,15	0.00 - 12	Trad	e\$ - Spc	ots: \$0	0-00	Tot	al Cos	t: \$2 3,	150.00	Total CPP/CMP	: \$701.52				